

Fig. 1

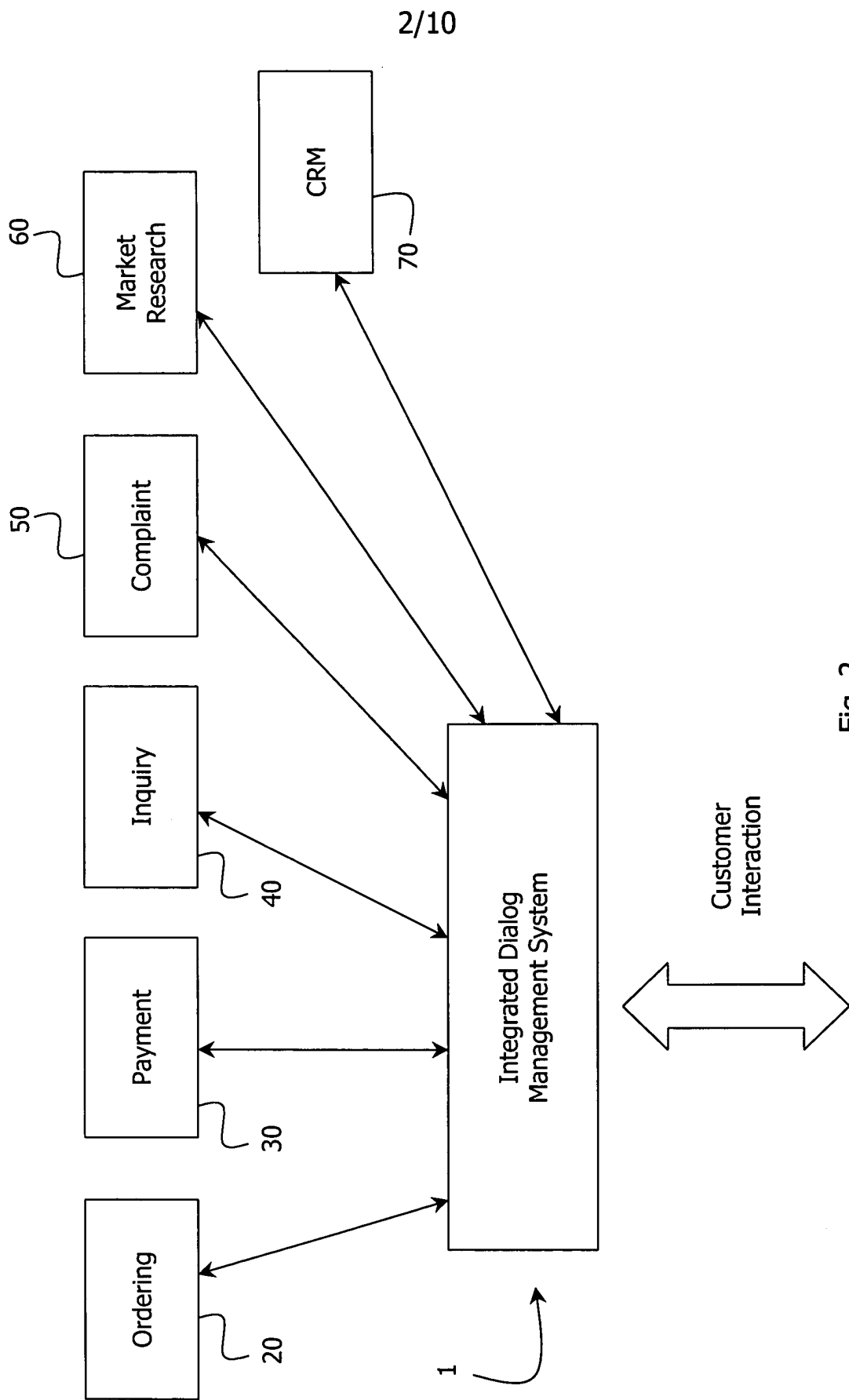


Fig. 2

Value of relationship	D1 FRAGILE 64,789 customers 12%	C1 BRITTLE 54,448 customers 10%	B1 SECURE 16,573 customers 3%	A1 BONDED 26,960 customers 5%
	D2 DETACHED 65,121 customers 12%	C2 DEVELOPING 49,070 customers 9%	B2 VALUED 37,656 customers 7%	A2 INTIMATE 11,083 customers 2%
	D3 EXPLORING 21,670 customers 4%	C3 POTENTIAL 10,951 customers 2%	B3 ENGAGED 32,282 customers 6%	A3 LOYAL 59,603 customers 11%
	D4 NASCENT 16,112 customers 3%	C4 OCCASIONAL 11,146 customers 2%	B4 REGULAR 27,146 customers 5%	A4 HABITUAL 38,277 customers 7%
	Strength of relationship			

Fig. 3

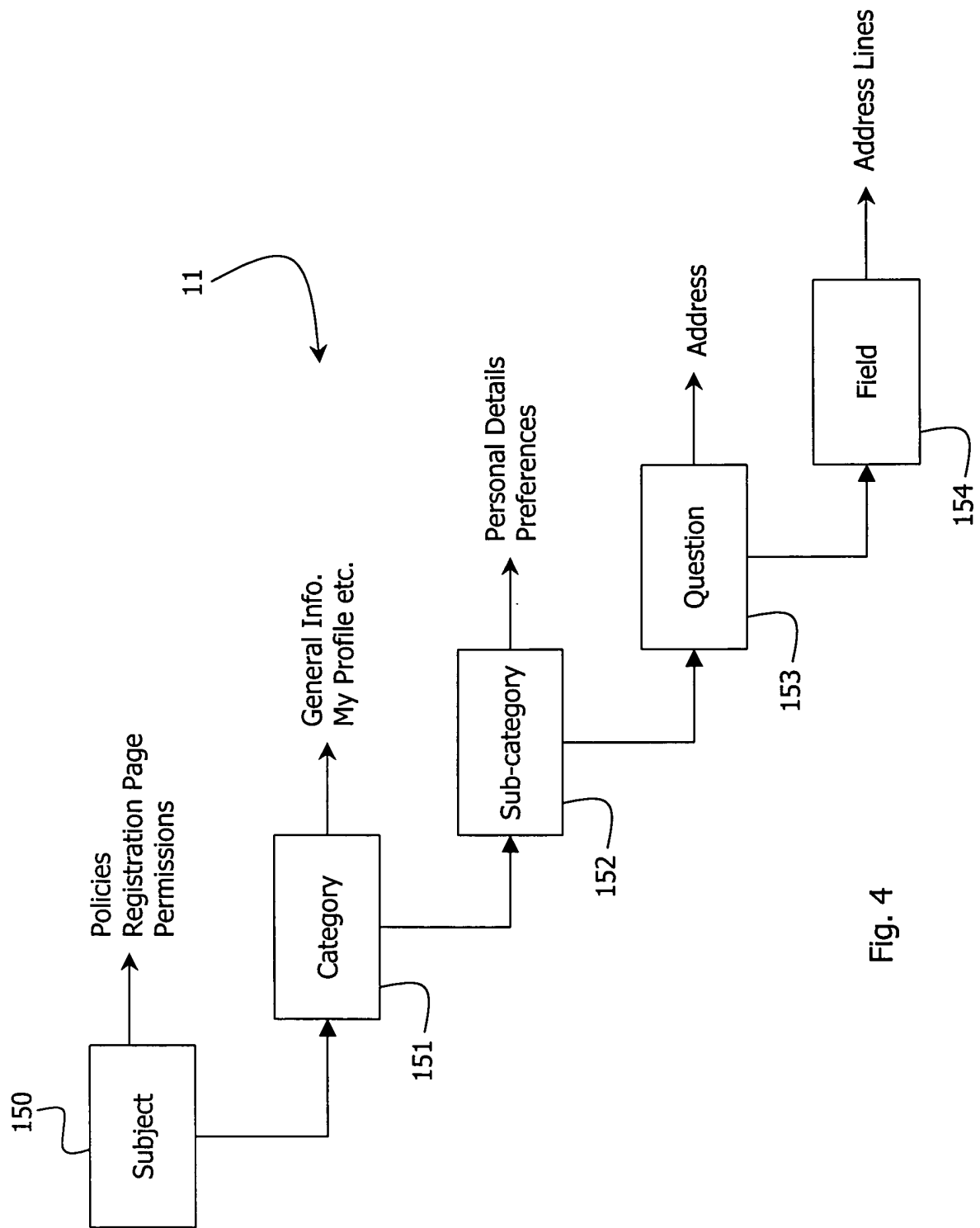
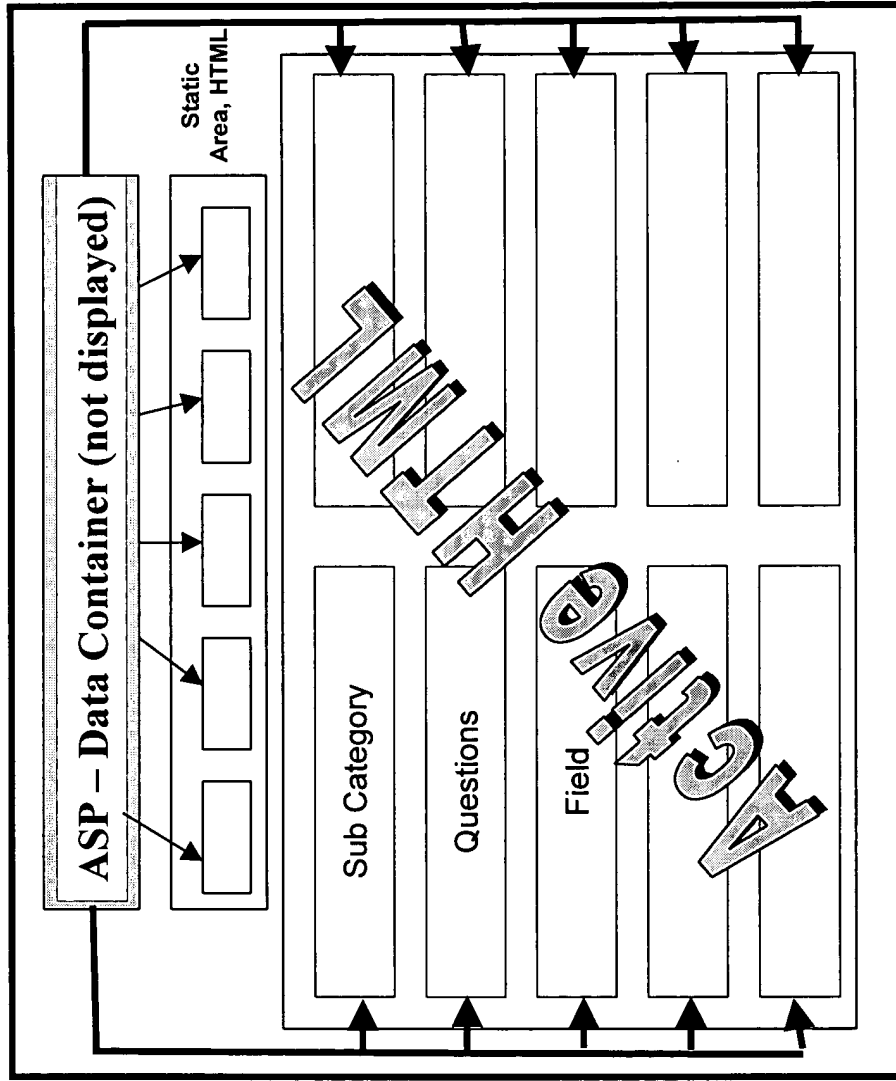


Fig. 4



Dynamic, however
Static for each
page

Fig. 5

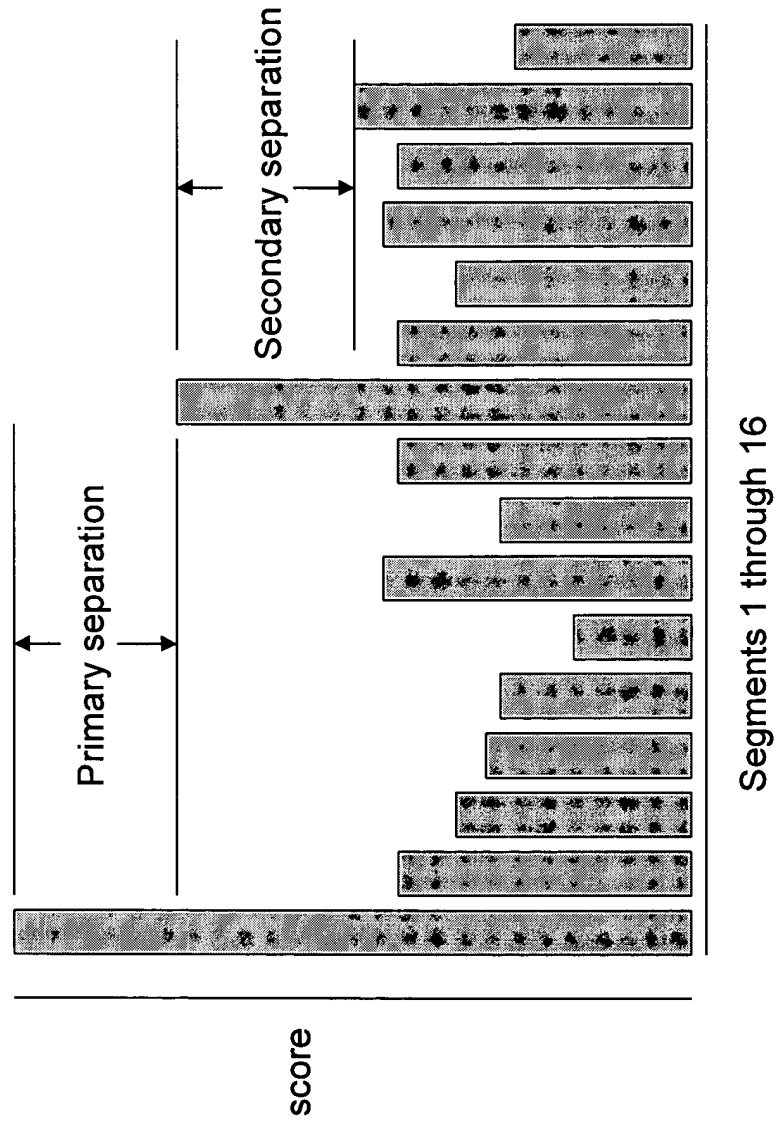


Fig. 6

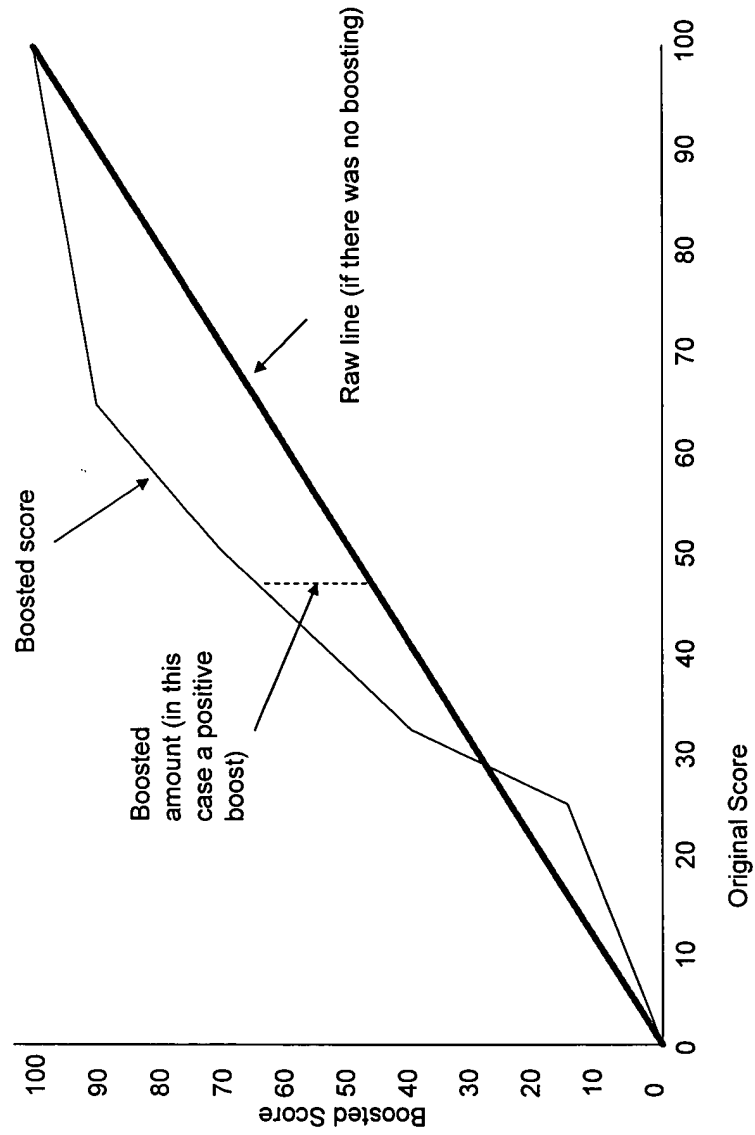


Fig. 7

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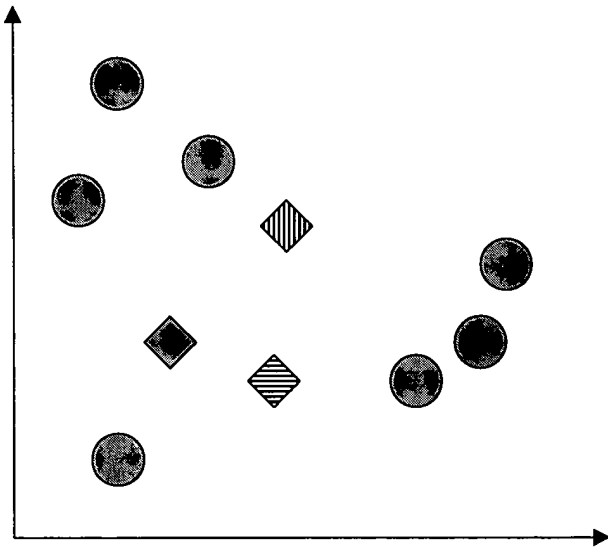


Fig. 8

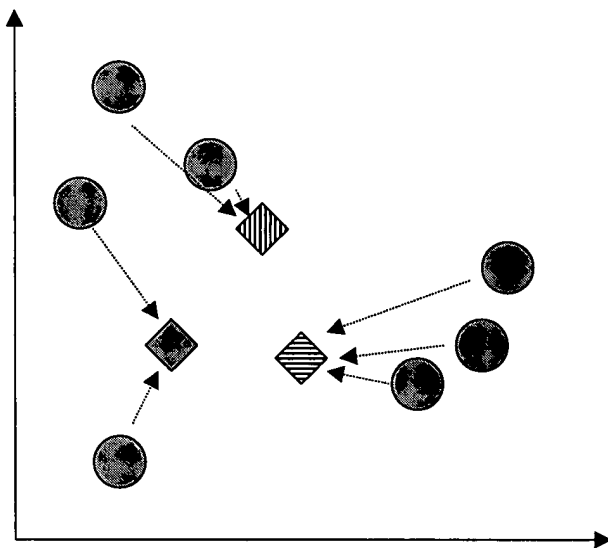


Fig. 9

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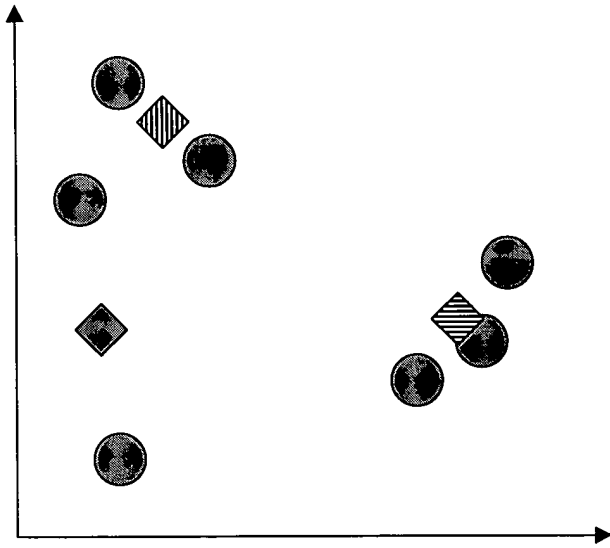


Fig. 10

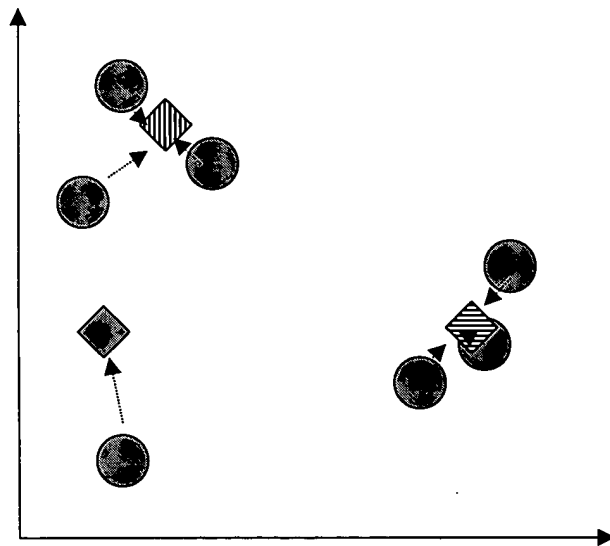


Fig. 11

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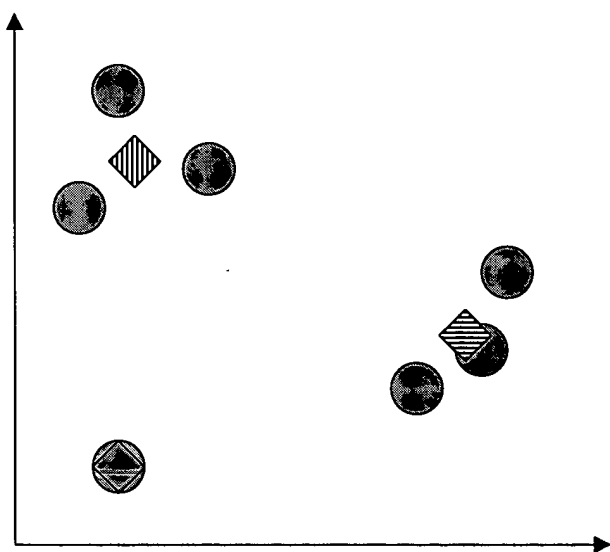


Fig. 12